

Message Text

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PAGE 01 STATE 176916

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ORIGIN COME-00

INFO OCT-01 AF-10 ARA-16 EUR-25 EA-11 NEA-14 ISO-00

CIAE-00 EB-11 INR-11 LAB-06 NSAE-00 PA-04 RSC-01

SIL-01 USIA-15 PRS-01 /127 R

66619

DRAFTED BY COM/BIC/OIM/226:RPHUMBERT

APPROVED BY EB/OCA/REP:LAKLIEFORTH

COM/BIC/OIM/226:WAWARNES ACTING RMD WE

COM/BIC/OIM/222:HHEIKENEN/ACTING DM

COM/BIC/OIM/236:TFIEDLER ACTING D

EB/OCA/BR:JMCLAUGHLIN

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R 132054Z AUG 74

FM SECSTATE WASHDC

TO AMEMBASSY ABIDJAN

AMEMBASSY ATHENS

AMEMBASSY BELGRADE

AMEMBASSY BERN

AMEMBASSY BEIRUT

AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY CAIRO

AMEMBASSY CARACAS

AMEMBASSY COPENHAGEN

AMEMBASSY DAKAR

AMEMBASSY DUBLIN

AMEMBASSY THE HAGUE

AMEMBASSY HELSINKI

AMEMBASSY KUALA LUMPUR

AMEMBASSY KUWAIT

AMEMBASSY LISBON

AMEMBASSY LONDON

AMEMBASSY LUXEMBOURG

AMEMBASSY MADRID

AMEMBASSY MEXICO

AMEMBASSY OSLO

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PAGE 02 STATE 176916

AMEMBASSY OTTAWA

AMEMBASSY RABAT
AMEMBASSY REYKJAVIK
AMEMBASSY ROME
AMEMBASSY SINGAPORE
AMEMBASSY STOCKHOLM
AMEMBASSY TEL AVIV
AMEMBASSY TOKYO
AMEMBASSY TUNIS
AMEMBASSY VIENNA
AMEMBASSY WELLINGTON
AMEMBASSY YAOUNDE
AMCONSUL AMSTERDAM
AMCONSUL ANTWERP
AMCONSUL BARCELONA
AMCONSUL BELFAST
AMCONSUL BILBAO
AMCONSUL BORDEAUX
AMCONSUL BREMEN
AMCONSUL CAPE TOWN
AMCONSUL CASABLANCA
AMCONSUL DUSSELDORF
AMCONSUL EDINBURGH
AMCONSUL FLORENCE
AMCONSUL FRANKFURT
AMCONSUL GENOA
AMCONSUL HAMBURG
AMCONSUL ISTANBUL
AMCONSUL JOHANNESBURG
AMCONSUL LIVERPOOL
AMCONSUL LYON
AMCONSUL MILAN
AMCONSUL MONTREAL
AMCONSUL MUNICH
AMCONSUL NAPLES
AMCONSUL NICE
AMCONSUL OPORTO
AMCONSUL OSAKA KOBE
AMCONSUL PALERMO
AMCONSUL QUEBEC
AMCONSUL RIO DE JANEIRO
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PAGE 03 STATE 176916

AMCONSUL SAO PAULO
AMCONSUL SEVILLE
AMCONSUL STUTTGART
AMCONSUL STRASBOURG
AMCONSUL THESSALONIKI
AMCONSUL TORONTO
AMCONSUL TRIESTE
AMCONSUL TURIN

AMCONSUL ZAGREB
AMCONSUL ZURICH
USMISSION BERLIN
INFO AMEMBASSY PARIS
USINT ALGIERS

UNCLAS STATE 176916

PARIS FOR COMAFF/PARIS TRADE CENTER; VIENNA ALSO PASS SALZBURG
E.O.11652:NA

TAGS:BEXP,FR,XX
SUBJ: WOMENS' READY TO WEAR TRADE FAIR, PARIS

1. THE U.S. DEPARTMENT OF COMMERCE WILL MOUNT AN EXHIBIT
AT THE FALL 1974 PRET-A-PORTER FEMININE TRADE FAIR WHICH IS
BEING HELD IN PARIS OCTOBER 19-24. THIS PRESTIGIOUS FAIR IS
HELD SEMI-ANNUALLY AND IS NOW ACKNOWLEDGED AS ONE OF THE MOST
IMPORTANT EVENTS IN THE FASHION WORLD. AT THE FALL 1973 FAIR
THERE WERE 250 EXHIBITORS FROM 25 COUNTRIES AND 25,000
FASHION BUYERS, OF WHOM 55 PERCENT WERE FOREIGN, WHO VISITED
THE FAIR.

2. TWENTY-SEVEN LEADERS OF THE U.S. FASHION INDUSTRY WILL
PARTICIPATE IN THIS FIRST COMMERCE PAVILION AT PRET-A-PORTER
WITH THE LATEST IN U.S. WOMEN'S STYLES FOR NEXT SPRING.

3. ACTION REQUESTED: IN ORDER TO PROVIDE MAXIMUM SUPPORT
TO THE MULTI-COUNTRY MARKET PROMOTION, POSTS ARE REQUESTED
TO BEGIN IDENTIFYING BUYERS IN THEIR RESPECTIVE AREAS LIKELY
TO BE INTERESTED IN VISITING THE FAIR. A COMPLETE LISTING OF
THE U.S. PARTICIPANTS AND THEIR PRODUCTS WILL BE FURNISHED
SHORTLY FROM PARIS TOGETHER WITH ADDITIONAL INFORMATION
CONCERNING THE MARKET PROMOTION CAMPAIGN. KISSINGER

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Type: TE
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